

MARCH 2025

Social Media In the Church

By Derry Youth





what is the Benefits of using technology

To reach more people faster, engage them with their
faith where they are at.





Diocese of Derry

STORY AROUND MEDIA

Covid 19 pandemic

<https://www.derrydiocese.org>

/

Diocese of Derry

WHAT IS MOST COMMONLY USED

Parish web cams

facebook

Instagram

Diocesan pages

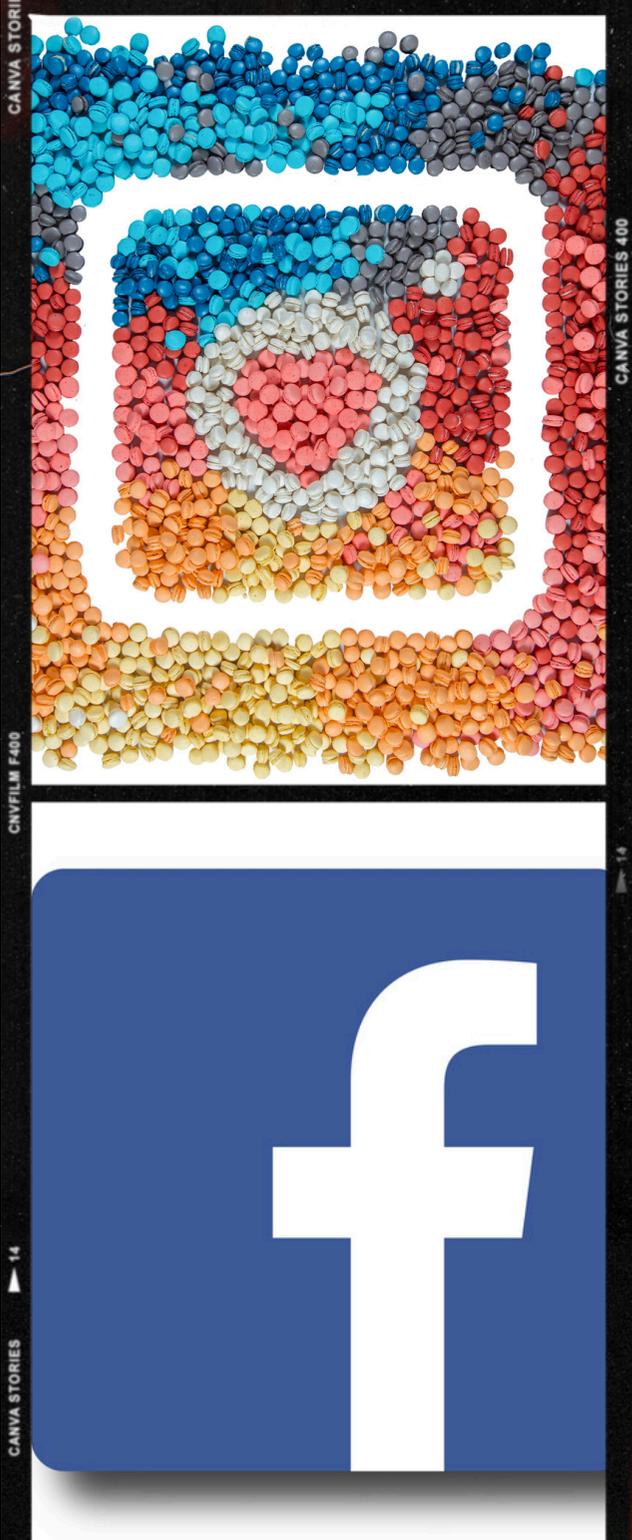
Parish Pages

Direct contact with schools,
home, parish.



FACEBOOK & INSTAGRAM

Key tips on how to use
Facebook and Instagram
in our Ministry

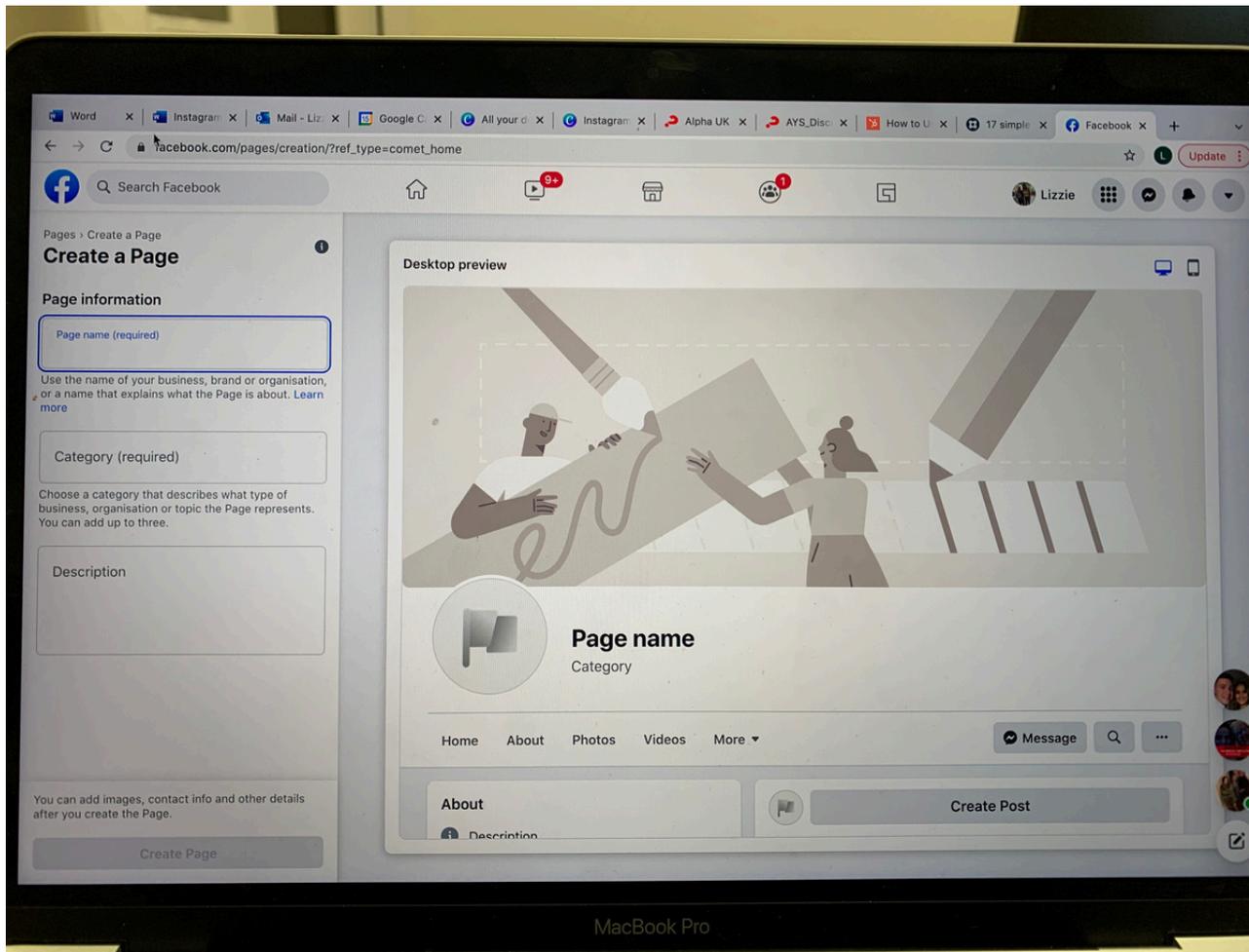


FACEBOOK & INSTAGRAM

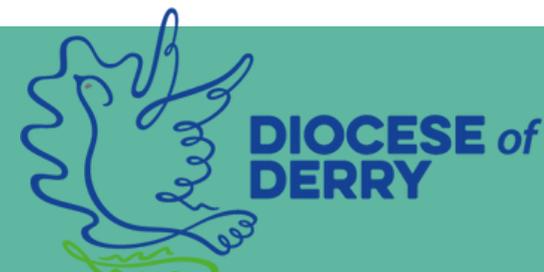
Reasons to use social media

- Quick and easy way to get information out
- Reaching people from all over
- Great way to spread faith in a popular cultural way

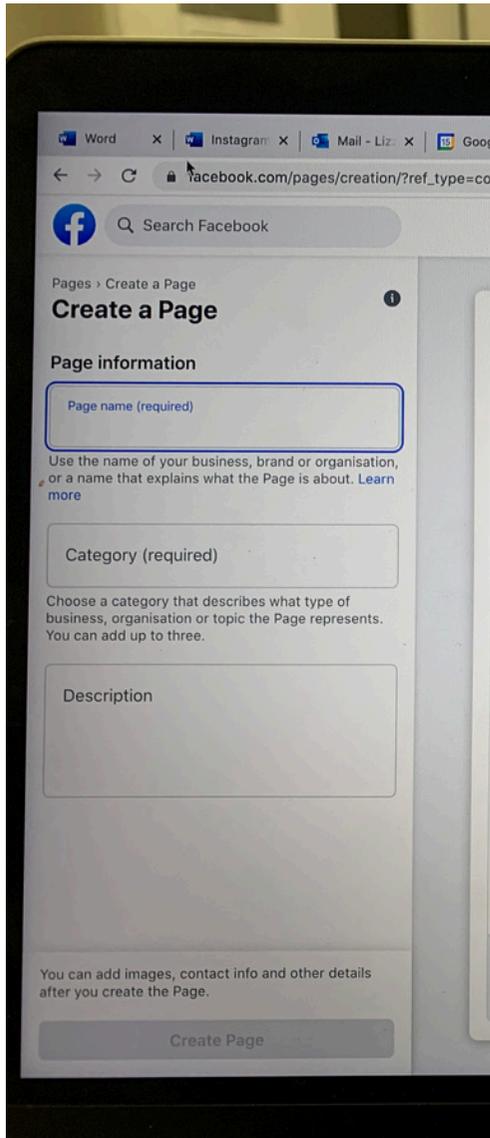
SETTING UP A PARISH PAGE ON FACEBOOK



To begin setting up your page, visit facebook.com/business and click the 'Create a page' button in the drop-down menu in the top-right of the page.

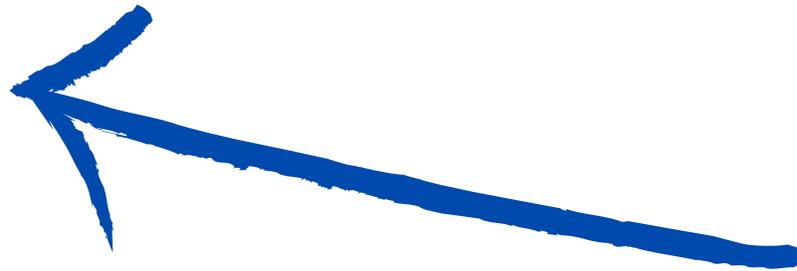


SETTING UP A PARISH PAGE ON FACEBOOK



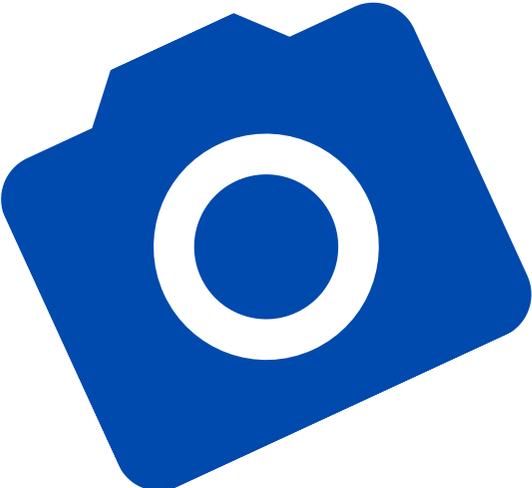
Create your page

Here you'll choose your Parish Name and all the information surrounding your Parish

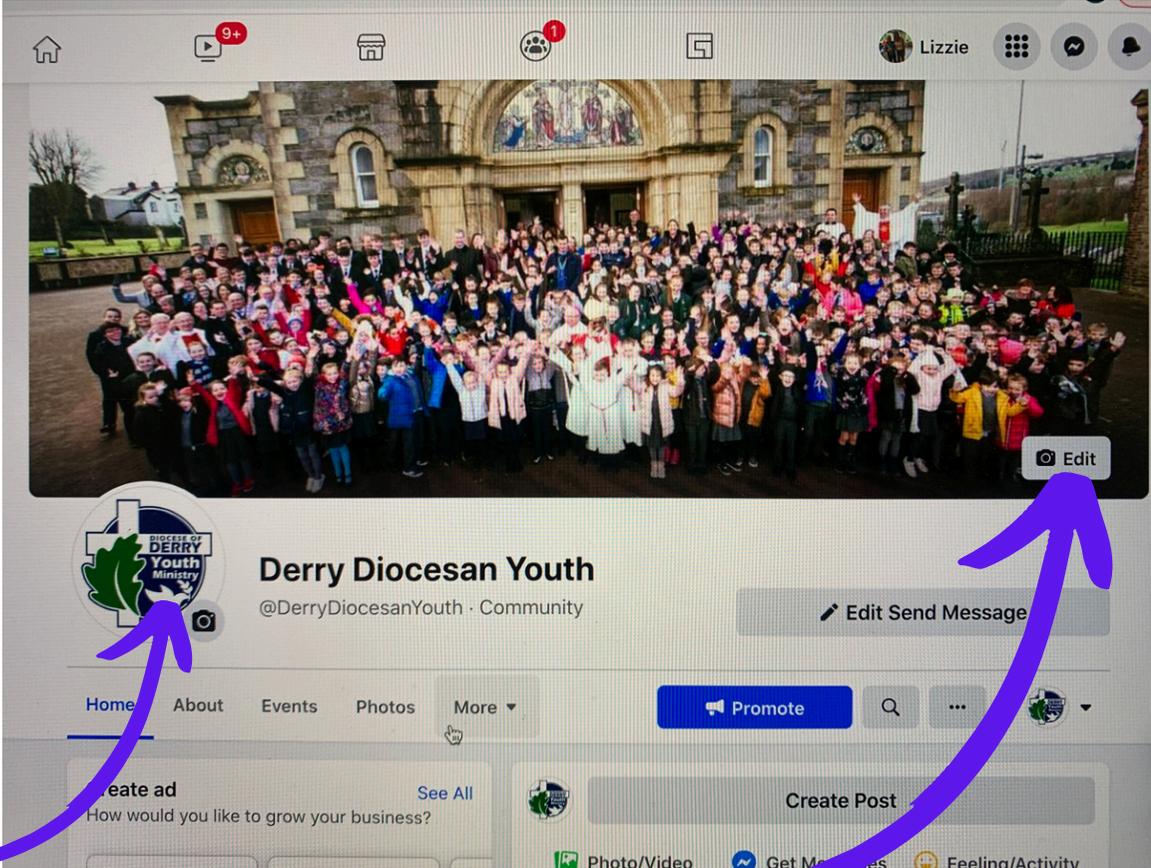


- **Name**
- **Category**
- **Description**

SETTING UP A PARISH PAGE ON FACEBOOK



Now its time to customise your page adding both a Profile Picture and Cover photo



Profile Picture

Cover Photo



SETTING UP A PARISH PAGE ON FACEBOOK

- **Customising your Parish Page**
- **Description of Parish- Location, Built**
- **Category- Religion/Church**
- **Parish Phone number**
- **Parish Website**
- **Parish Email**
- **Hours your Parish Office is open**
- **Privacy & Safeguarding policy**
-

MANAGING USERS ON YOUR PARISH FB PAGE

Adding other people to the page, e.g parish council, P.P, Youth Ministers and Parish Volunteers



To do that, go to Settings in the top right of the screen, then scroll down to 'Assign a New Page Role'. Add in this person's email address, and choose their level of access from the below. If you're not sure, admin is the best bet because it includes the most control.

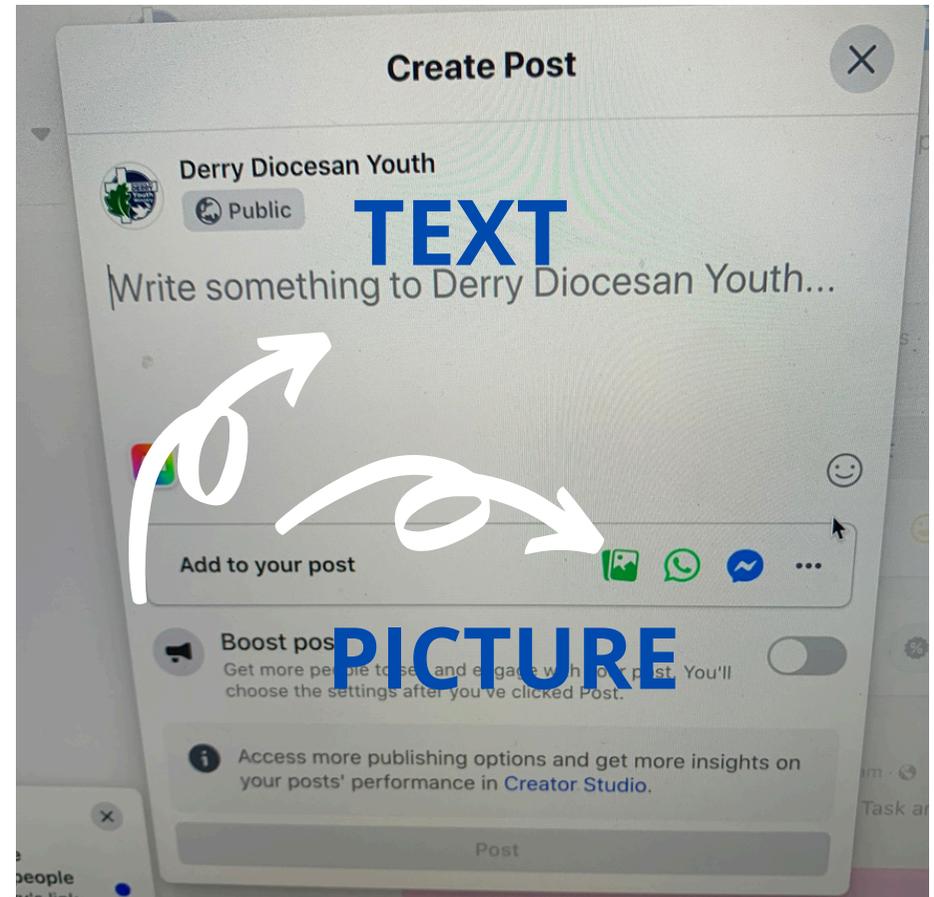
- *Admin (can change company controls)*
- *Editor (can edit posts)*
- *Moderator (can choose which posts are released)*
- *Advertiser (can post ads)*
- *Analyst (can view Facebook analysis)*

PUBLISHING A POST ON YOUR PARISH FB PAGE

Putting up a post on your page

First of all, click the 'Create Post' button on the company page.

We would recommend adding a post that tells the reader about any initiatives that you've got on at the moment would be the best way to introduce them to your page, and will let them know more about what they can expect to see on your Facebook page.

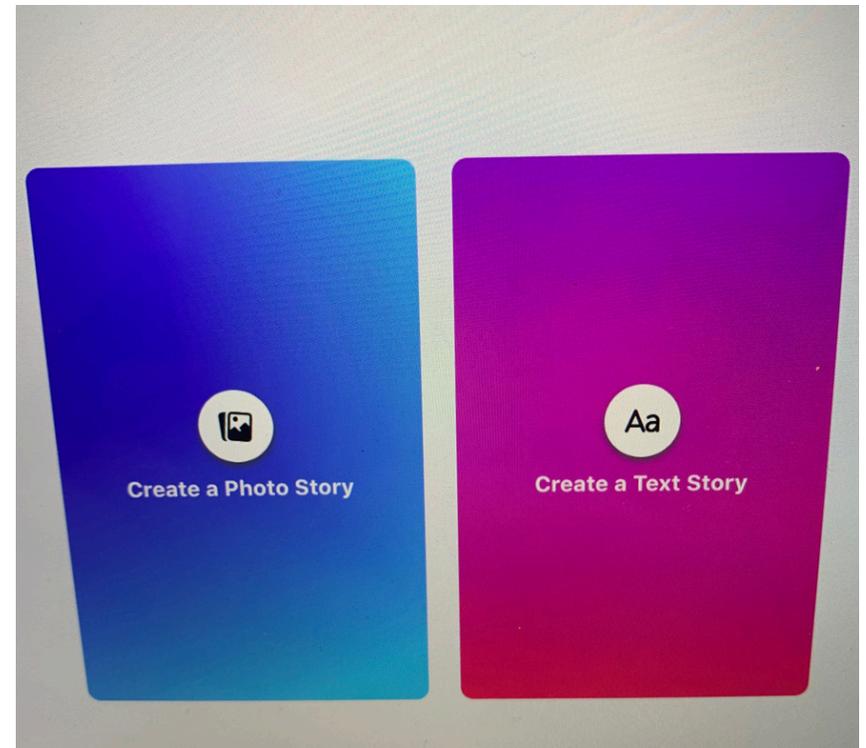


PUBLISHING A STORY ON YOUR PARISH FB PAGE

When you share a photo or video to your story, it will be available to your selected audience for 24 hours. You can revisit your stories in your story archive.

To share to your story:

- Click **Create a story** at the top of your News Feed.
- Click **Create a photo story** to add a photo or video from your computer.
- Next to **Your story**, you can click audience selector (e.g. **Public** or **Friends**) to choose who can see your story.
- Click **Share to story**.



BROADCASTING LIVE ON YOUR PARISH FB PAGE



In its simplest form, Facebook Live is a basic feature offered by Facebook with live streaming video capabilities.

This can also be linked up with a zoom call.

This is beneficial when doing a Live performance online with young people.

Parish Webcams can also link up with Facebook live



SAFEGUARDING WHEN USING ON YOUR PARISH FB PAGE



PAGE

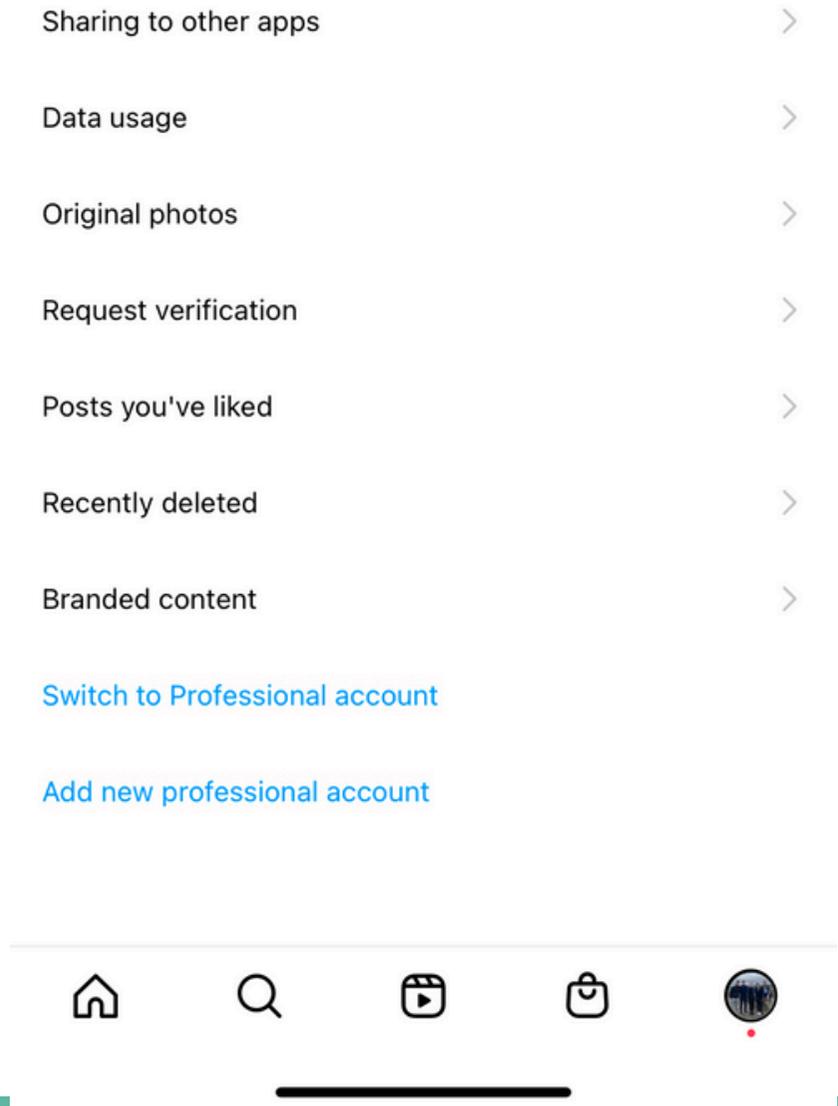


SETTING UP A PARISH INSTAGRAM PAGE



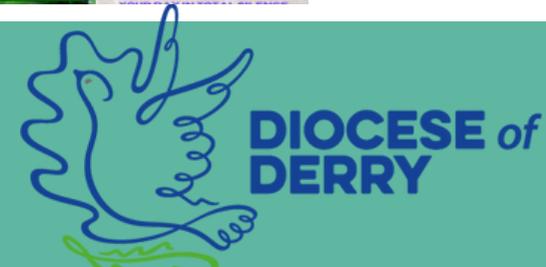
SETTING UP A PARISH INSTAGRAM PAGE

- Need own personal account
- When in own personal account
- Go to settings down at the bottom
- Add new Professional Account



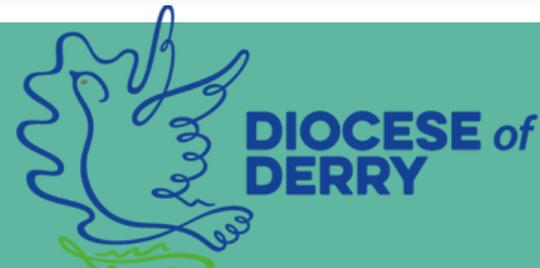
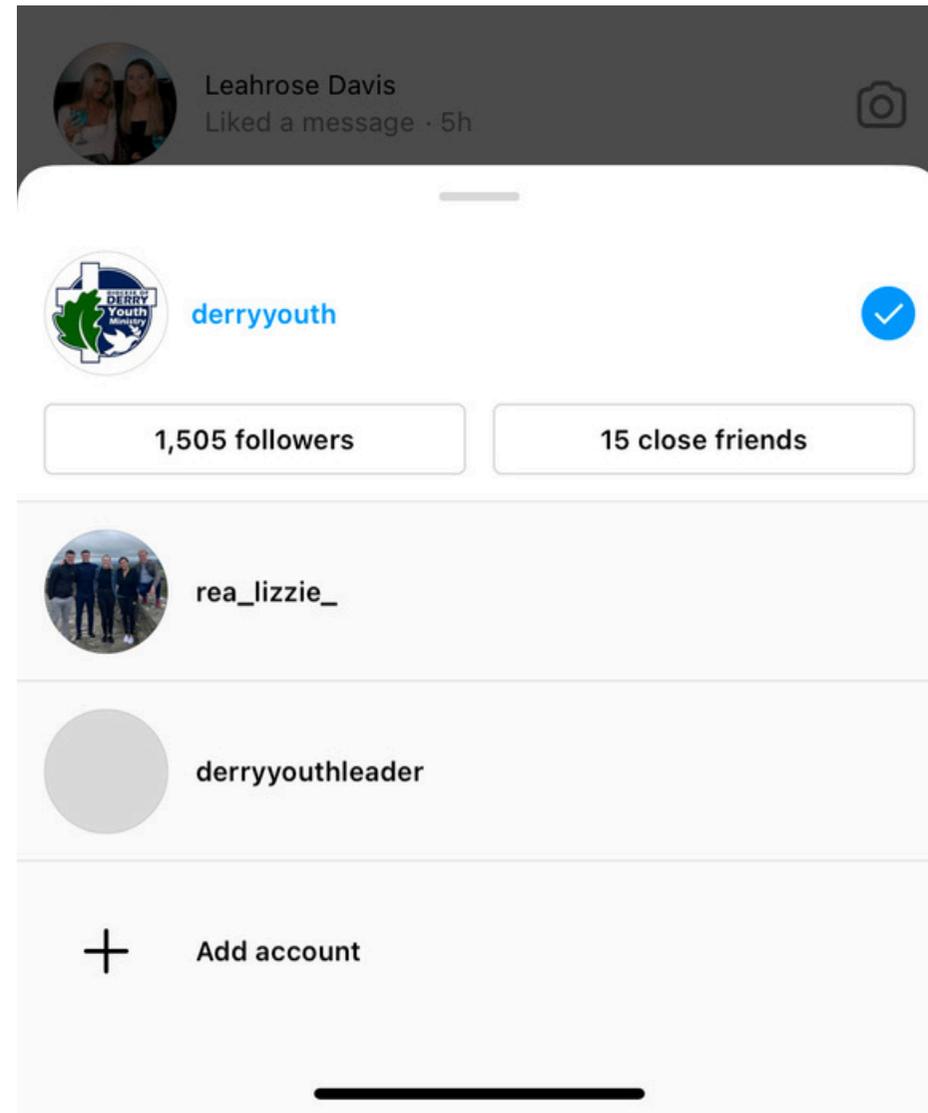
SETTING UP A PARISH INSTAGRAM PAGE

- Genre
- Phone number
- Description
- Email
- Picture
- Website



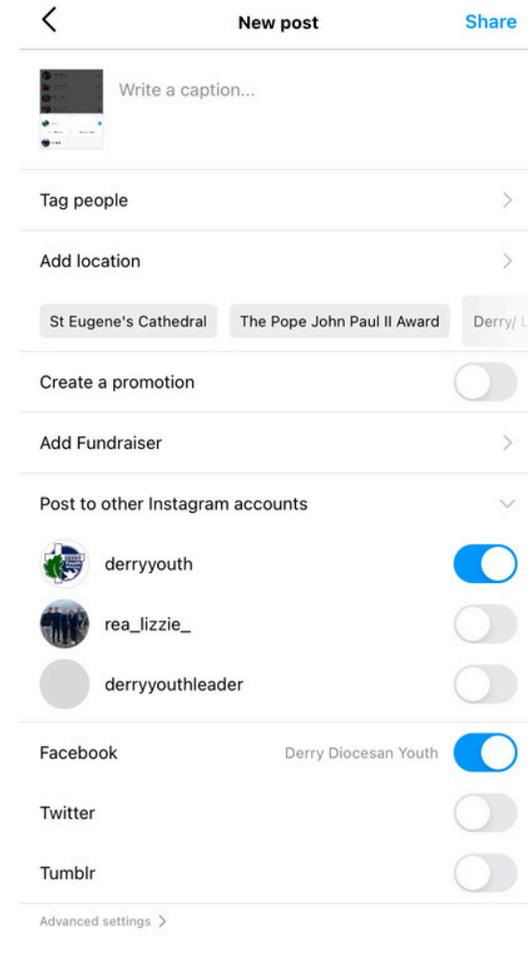
SETTING UP A PARISH INSTAGRAM PAGE

- Linking up all Accounts



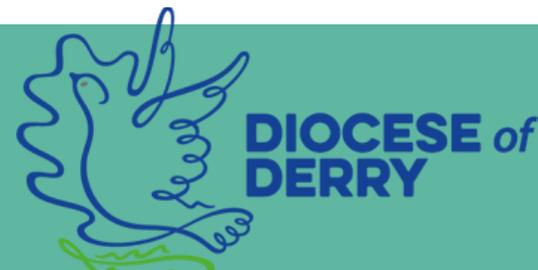
SETTING UP A PARISH INSTAGRAM PAGE

- When posting you can link to your other parish pages on Facebook But due to Instagram being Picture based its not good to automatically share with Twitter



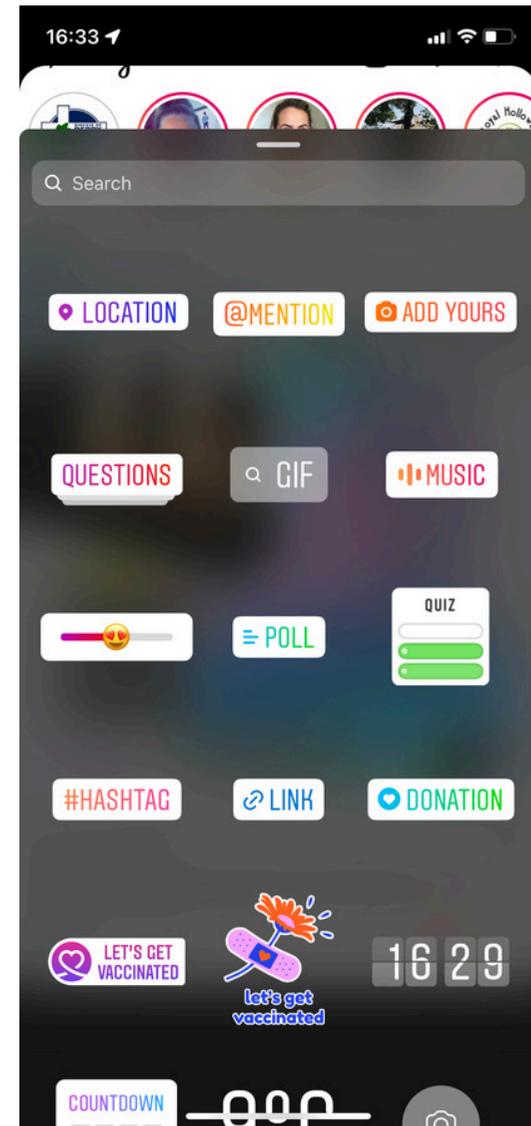
SETTING UP A PARISH INSTAGRAM PAGE

- Posts and Story - Same Principle as Facebook
- To Create a post you press the plus button at the top right hand corner
- To Post on Instagram you will need a picture to post with all content
- The idea of the app is to share content through pictures NOT text.



SETTING UP A PARISH INSTAGRAM PAGE

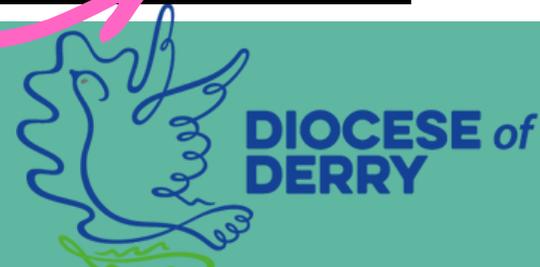
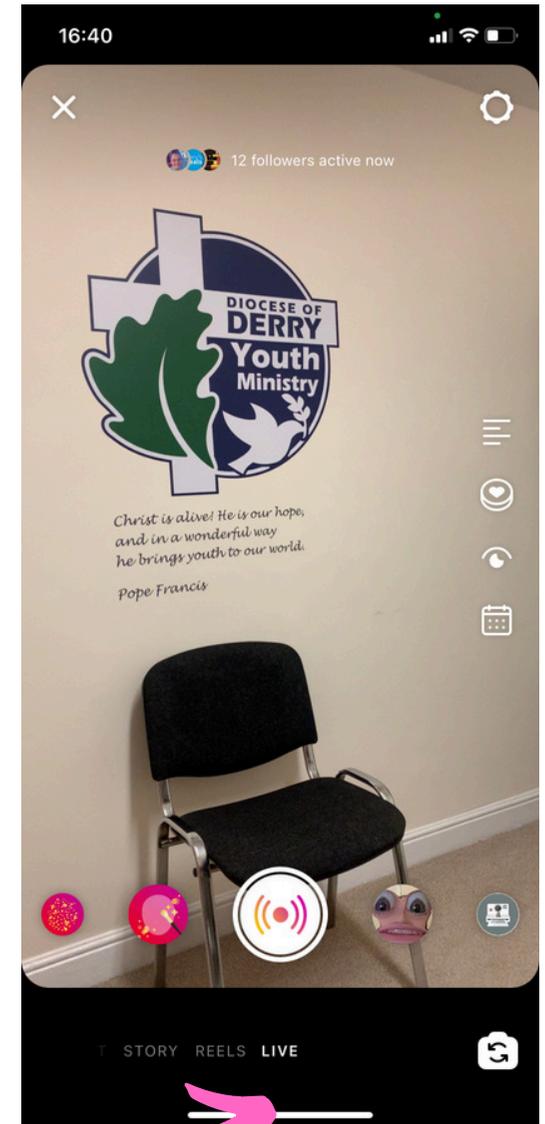
- When Creating a story on Instagram there are lots of extra features that can be used such as polls, music, countdown, emoji's
- To Help you do all this its best if you watch this video
- <https://www.youtube.com/watch?v=PaLjL3xkL0o>



SETTING UP A PARISH INSTAGRAM PAGE

Instagram Live Feature

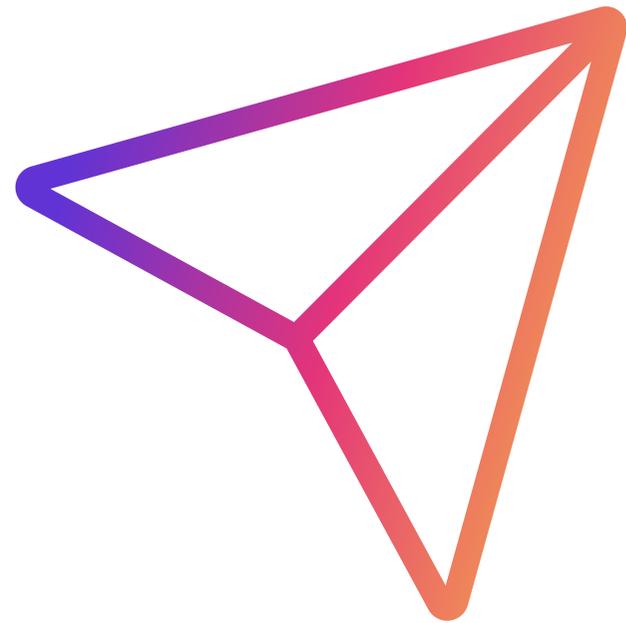
- This is a live broadcasting element to the app
- Followers can watch and interact live
- the video can be saved on the Instagram page and can be watched at any time



SETTING UP A PARISH INSTAGRAM PAGE



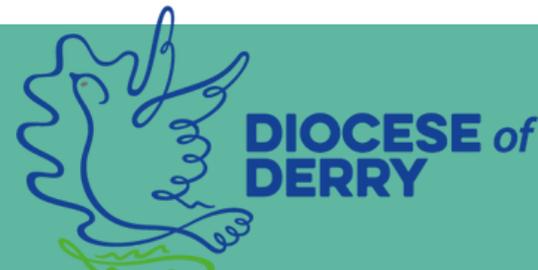
DIRECT MESSAGES ON BOTH FACEBOOK & INSTAGRAM



DIRECT MESSAGES ON BOTH FACEBOOK & INSTAGRAM

Key Tips for keeping everyone safe whilst using these

- Have more than 3 leaders signed in to both pages at all times so everyone gets notified when messages come through
- Do not delete any messages that might come through
- Have an automated reply if you think its necessary
- When the young person has signed up to both facebook and Instagram they have signed up to the apps policy which does not tolerate abuse so if the page is continually abusing the parish page you can report to the app itself
- Make sure all content is appropriate and keeping in guidelines with Derry Diocese.
- Do Not share any personal information on direct messages with young people



ANY QUESTIONS



